



Delaware Economic Development Office

Non-Merit Position

(This position is exempt from the State of Delaware Merit System)

Posting #35-1108-9334

Manager of Media Relations

Opening Date: November 3, 2008

Closing Date: December 8, 2008

Vacancy Exists

Salary: \$39,998- 49,997 (Minimum - Midpoint) Pay Grade 14

Recruiting For: Delaware Economic Development Office, Marketing and Communications

Location: Kent County, Delaware Economic Development Office, Dover, DE

Summary Statement: The incumbent must be an experienced, entrepreneurial media and communications professional and have both the competency and demonstrated track record to recognize opportunities and to respond effectively to key challenges in planning, preparing, and disseminating complex information to the public within Delaware, nationally, and internationally. This information will cover specific industries as well as the mission, activities and results of the Delaware Economic Development Office. Work involves assimilating information in a professional manner to be communicated via various multi-media.

Minimum Qualifications: Applicants must have education, training and/or experience demonstrating competence in each of the following areas. Failure in any one area will result in a rating of "not qualified."

- Relevant public relations and communications experience
- Bachelor's degree in Journalism, English, Communications, Public Relations or Advertising; MBA a plus
- Working knowledge of regional media
- Exceptionally strong writing skills
- Advanced knowledge of principles and practices of public relations
- Advanced knowledge of the principles and practices of communications

- Thorough knowledge of State and Federal laws, rules and regulations governing agency activities, including the Freedom of Information Act
- Knowledge of printing methods and techniques including typography, lay-out and composition
- Demonstrated results in broadcast and multi-media experience
- Advanced computer literacy, i.e., mastery of MS Office; including Power Point, desk top publishing, multi media, excel and other state of the art software. Familiarity with ACT! helpful, but not mandatory
- Ability with Internet based research & communications vehicles; traditional and non-traditional communication sources
- Knowledge of State of Delaware economy, culture, business drivers (industry specific), and community and business leaders

Examination: Applicants are evaluated based upon a rating of training and experience.

Principal Accountabilities:

- Responding to local and national media inquiries regarding time critical and/or controversial issues.
- Lead, coordinate and conduct community outreach efforts, media placements (both general and industry specific), press conferences, etc.
- Works closely with colleagues in technical fields, and other communication professionals in the business community, to assimilate technical, complex information into forms more easily understood by target audience.
- The creation, coaching and development of leadership within DEDO for media and public speaking effectiveness.
- Development of opportunities to position DEDO as a source of economic development and research information, and as a business leader.
- Effectively promote strategic economic development opportunities.

Conditions of Employment:

- Direct deposit of paychecks is required as a condition of employment.

Benefits: To learn more about the comprehensive benefit package please visit the web-site at <http://ben.omb.delaware.gov/programs/index.shtml>

Submitting your Application:

- A cover letter and resume should be emailed to dedo.resumes@state.de.us or submitted directly to: Delaware Economic Development Office (DEDO), Attn: Human Resources, 99 Kings Highway, Dover, DE 19901, Telephone (302) 739- 4271, Fax (302) 739-5749

Accommodations:

- Accommodations are available for applicants with disabilities in all phases of the application and employment process. To request an auxiliary aid or service please call (302) 739-5458
- TDD users should call the Delaware Relay Service Number 1-800-232-5460 for assistance.

The State of Delaware - An Equal Opportunity and Affirmative Action Employer